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# INTRODUCTION:

Definition: PR (Public Relations) represents the strategic and tactical discipline through which organizations and individuals manage, build, and maintain relationships with their key audience.

In other words, the public relations department deals with what involves creating and maintaining external collaborations of the team (other teams, sponsors, collaborating companies/organizations), creating the team's image (maintaining social media, creating marketing strategies, media promotion), and organizing events (planning and managing various activities, speaking at conferences, etc.).

Therefore, the purpose of PR is to influence public opinion, build and maintain a favorable image among the public, clients, employees, investors, and other stakeholders.

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# **CHAPTER 1: Social Media**



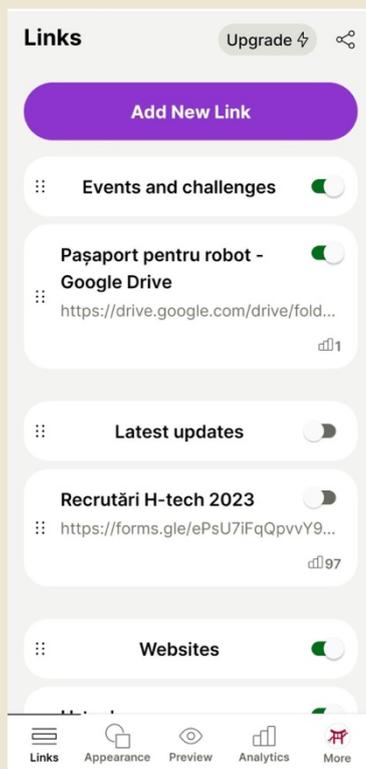
Social networks are the main method of building the team's image, as through them, information can be transmitted, reaching the target audience and expanding outreach; they expose our activities and professional presence.

Depending on the average audience and the purpose of each social network (e.g., Instagram being generally used by young people, while Facebook by older individuals), we adjust the posted content to suit them.

This chapter will be divided into 3 subcategories: "General," "Formal," and "Less formal." Although one of these categories is named "Less formal," it strictly refers to the type of content posted, not the level of professionalism, which should always be kept at a maximum!

## GENERAL

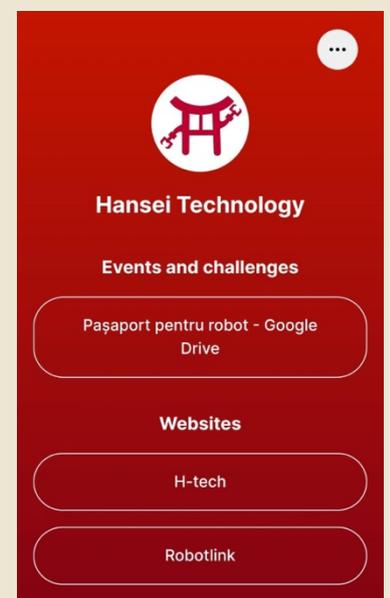
# Linktree\*



This application is the centralization of all information related to accessing social media networks when presenting them to someone. In other words, if we want to introduce ourselves and provide someone with information about us, instead of giving them multiple usernames or, worse, hyperlinks leading to all social media networks, we will provide a single link that will lead to all other pages based on the preferences of the person accessing it (it is essential to put it in the "Link in bio" on Instagram or any platform with a similar feature). Additionally, on this link, we can also post other links such as: events, forms, other web pages, recruitment forms, etc.

What is interesting about this application is that it also allows you to create categories based on the type of links you post (examples below: "Events and challenges," "Websites," "Social media").

In the first picture, we can observe how it looks from an external person's perspective, and in the second picture, from the perspective of the person editing the content. The application is very intuitive, being easy to use, but it's still worth exploring a bit to discover all its features.



## Website

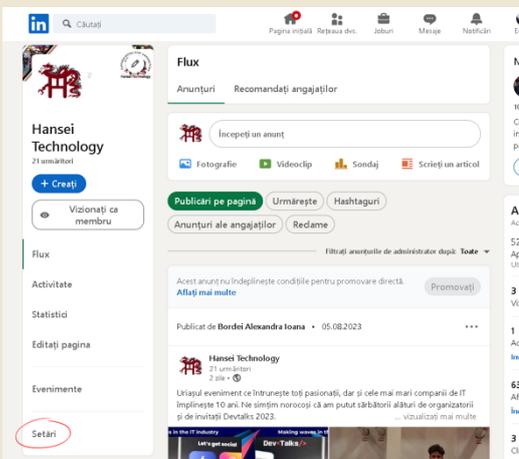
Recently, our team has acquired a domain, and therefore, implicitly, a website. This serves as our main display, centralizing all our information (main display doesn't necessarily mean the most important).

Editing on it is done by communicating with the programming department (website & platform), as they are responsible for its maintenance.

Access link: <https://htechrobotics.ro/>

## FORMAL

### LinkedIn



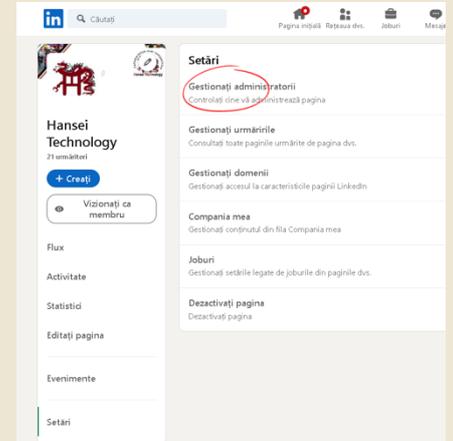
LinkedIn was developed by definition as a professional platform, allowing entrepreneurs, employers, and companies to connect more easily, find individuals/businesses in areas of interest, and update information about their activities, which aids in maintaining collaborative relationships.

One distinct aspect of accessing a LinkedIn page (similar to Facebook, but we'll see that in the next subchapter) is that there isn't a proper email account associated with the page.

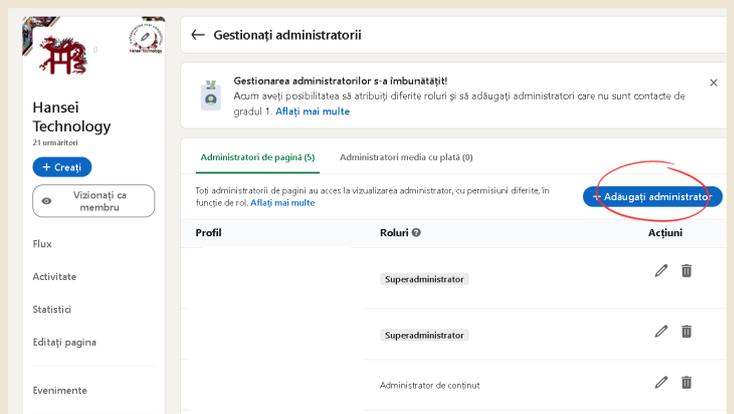
LinkedIn operates on personal profiles; in other words, connecting to LinkedIn is done through a personal email, which results in a personal account, making you a "page administrator."

To add people as administrators, you need to follow these steps:

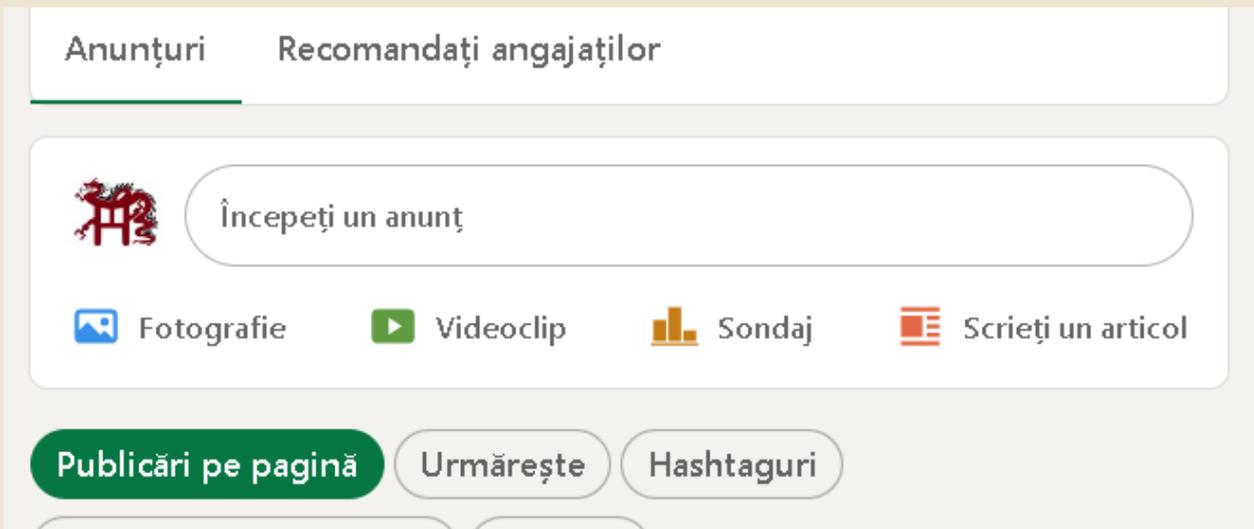
1. Hover over "Me."
2. Under "Administer," click on "Company: Hansei Technology."
3. Click on "Settings."
4. Click on "Manage admins."
5. Click on "Add admins."
6. Then search for the profile of the person you want to make an administrator and select their role.



Posting on this platform is not complicated; we simply select its designated posting section, upload the photos (up to 9; if we have more to post, we can create collages to reach 9 PNGs), add the appropriate description, and then publish the post.



If we want to publish information about an event, we will create a more specific post:



Click on "Events" (the button is located above "Settings");  
Under "Upcoming," click on "Create an Event";  
Fill in all the details, and you're done.

## Facebook

Facebook is a social networking website on the Internet, created by Mark Zuckerberg in 2004 to provide the opportunity to connect with close acquaintances as well as unknown people. Unlike LinkedIn, the content posted on Facebook doesn't need to be as formal, as the target audience is mature individuals but not necessarily from the business world.

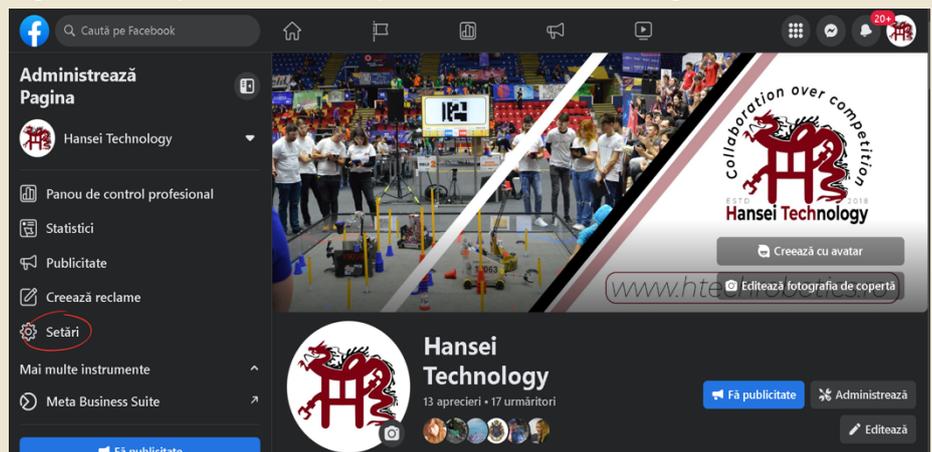
Similar to LinkedIn, there isn't a proper email account associated with the page. Facebook operates on personal profiles; in other words, connecting to Facebook is done through a personal email, which results in a personal account, making you a "page administrator."

To add people as administrators, follow these steps:

1. Log in to Facebook, then click on your profile picture in the top right corner.
2. Click on "See All Profiles," then select the Page you want to switch to.
3. Click on the profile picture of your Page in the top right corner to access the Page.
4. Click on "Settings," then click on "New Page Experience" on the left, under Your Tools.
5. Next to People Who Have Access Through Facebook, click on "Add."
6. Click "Continue," enter the name or email address of the person you want to grant Facebook access to, then click on their name.
7. From here, you can choose to grant the person full or partial access through Facebook:

- To grant partial access through Facebook: scroll down, then click on "Grant Access."

- To grant full access through Facebook: scroll down, click on  to allow this person full control, then click on "Grant Access."



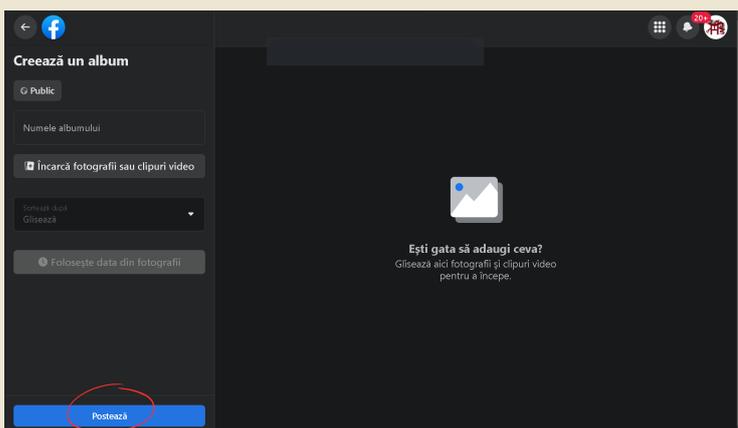
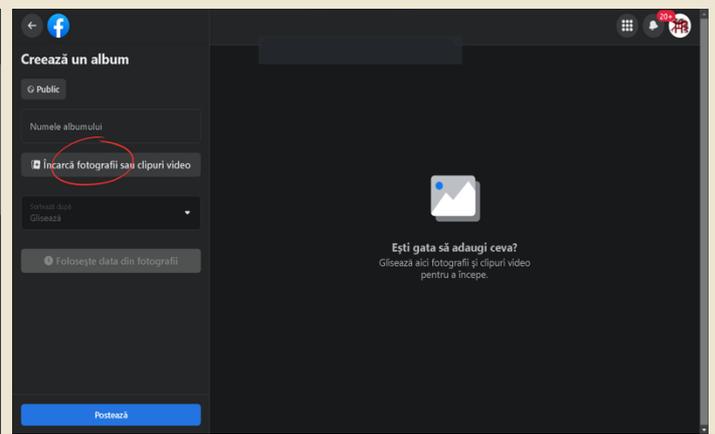
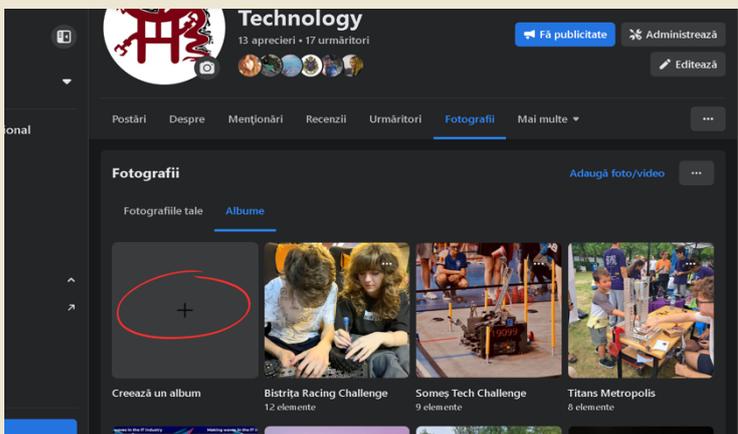
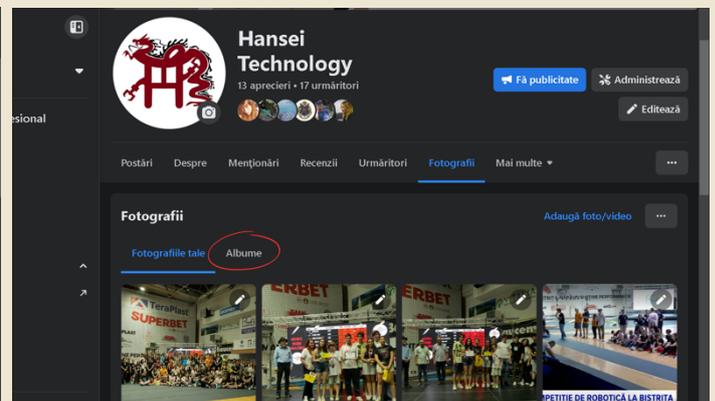
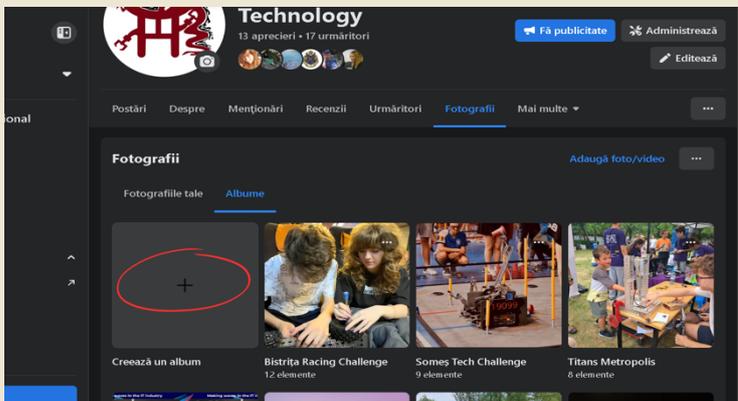
Enter your Facebook password, then click on "Confirm."  
The person will receive an email to accept your invitation to access the Page.

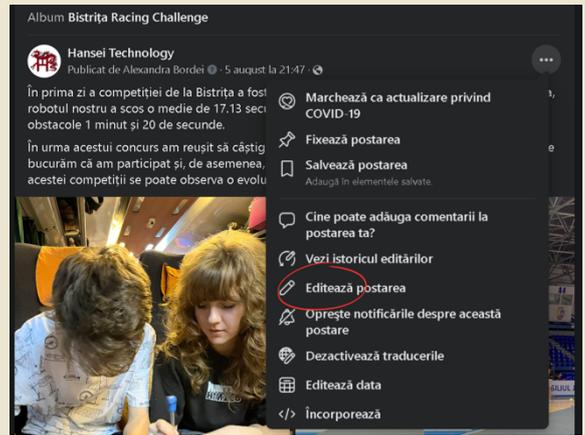
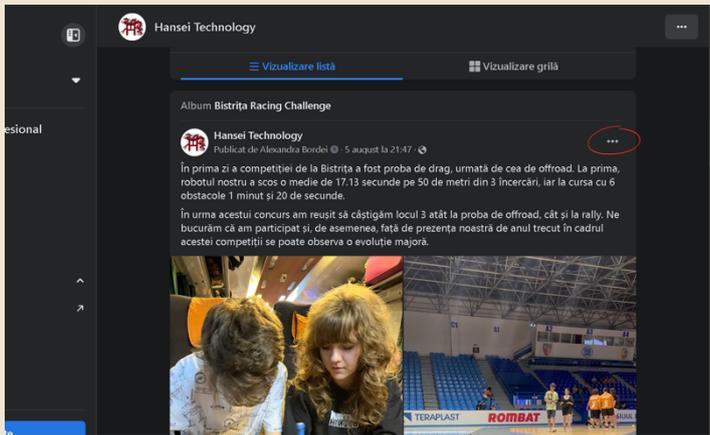
These settings:

To post and make it look nice is slightly more complicated compared to other platforms. If we have a post with photos, we proceed as follows:

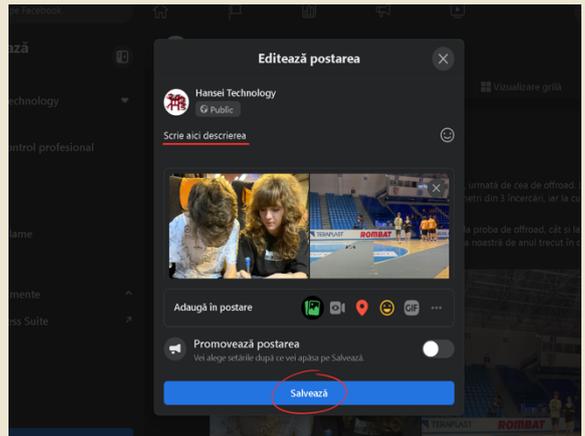
1. Select "Photos."
2. Click on "Albums," then "Create an album."
3. Upload ALL photos at ONCE (if we add them one by one to the album, multiple posts with a single photo will be automatically created on the profile, and we don't want that).
4. After completing these steps, go back to "Posts."
5. Find where the automatic post has been created with a mini title "Album (album name)," click on the three dots on the right, and then click on "Edit post."
6. Add the post description there, then click on "Save."

Helpful images:





TO REMEMBER!: The content posted on both Facebook and LinkedIn is not limited to just photos (like on Instagram); links to pages that mention us should also be shared (for example, a news article).



## LESS FORMAL

### Instagram and TikTok

These platforms are not hard to access as they have their own accounts created using the club's email address (unlike Facebook and LinkedIn); therefore, logging in is straightforward, just like any other personal account.

The content posted here is a combination of event photos, team moments, and amusing things. The target audience is adolescents and other teams.

On Instagram, a consistent visual theme for the page's feed should be maintained, but this should be discussed with the Graphic Design department. On TikTok, the cover image should be engaging and have a suitable title.

TO REMEMBER!: When posting on Instagram, be sure to tag "Nație Prin Educație," "First Tech Challenge," and sometimes Dana Războiu.

### YouTube

Similar to Instagram and TikTok, this platform is accessed through the club's email, but the significant difference is the content posted, as it's not connected to the other platforms.

Here, different playlists must be created because we have multiple categories: courses, robot presentations, etc.

Consultation with the Graphic Design department is necessary to create appealing video covers.

APPLICABLE TO ALL PLATFORMS

Using relevant hashtags for each post.

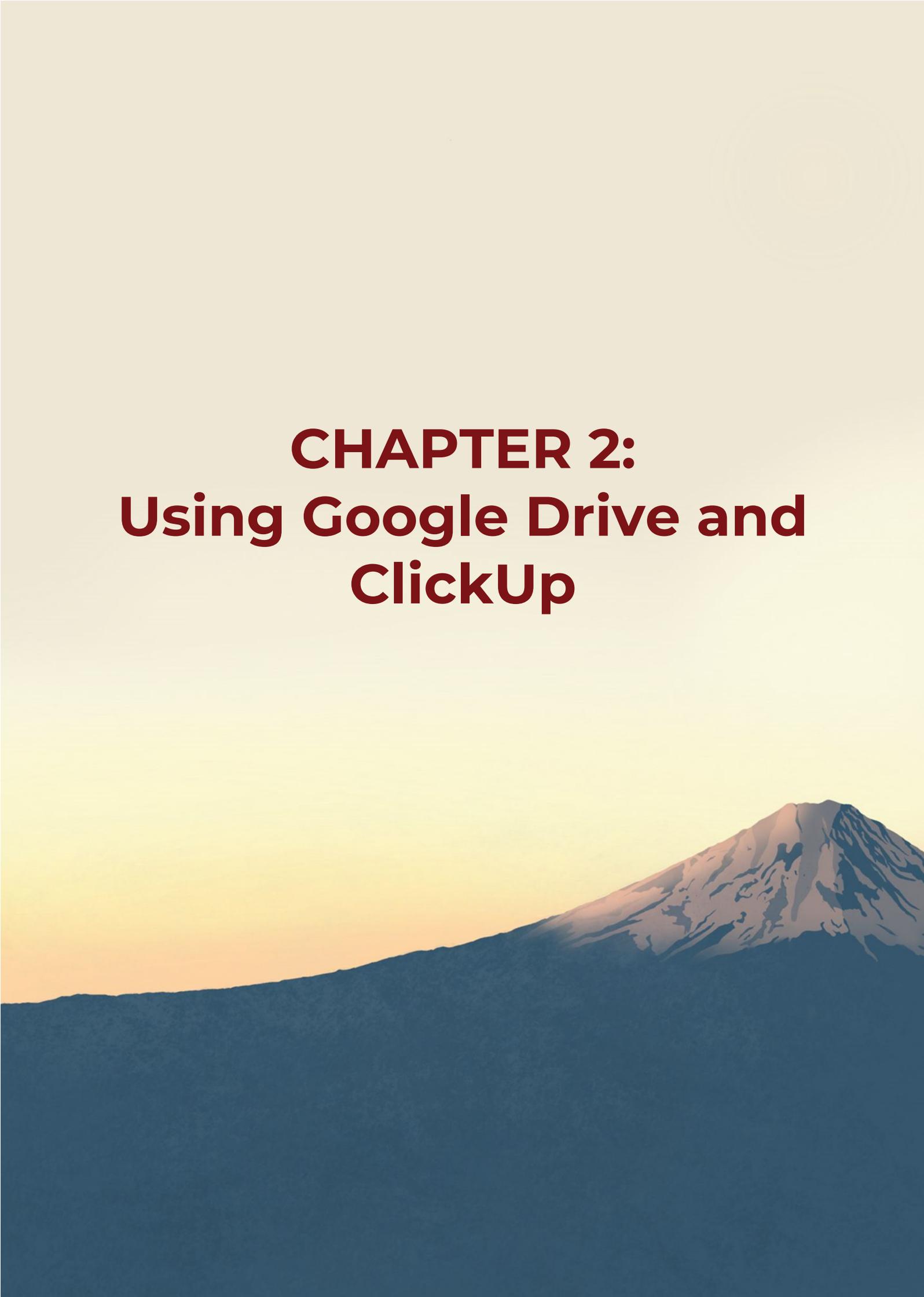
Always monitor both post and page statistics.

Posting should be done at appropriate times and on corresponding days (based on statistics to determine the most suitable reach).

Tag "Nație Prin Educație" and "First Tech Challenge."

Develop a posting and activity strategy, as the algorithm promotes content and the page only when there's consistent activity and plenty of interactions (shares, comments).

When posting something related to or involving a company, another team, or organizations, remember to tag them and share posts that mention us.

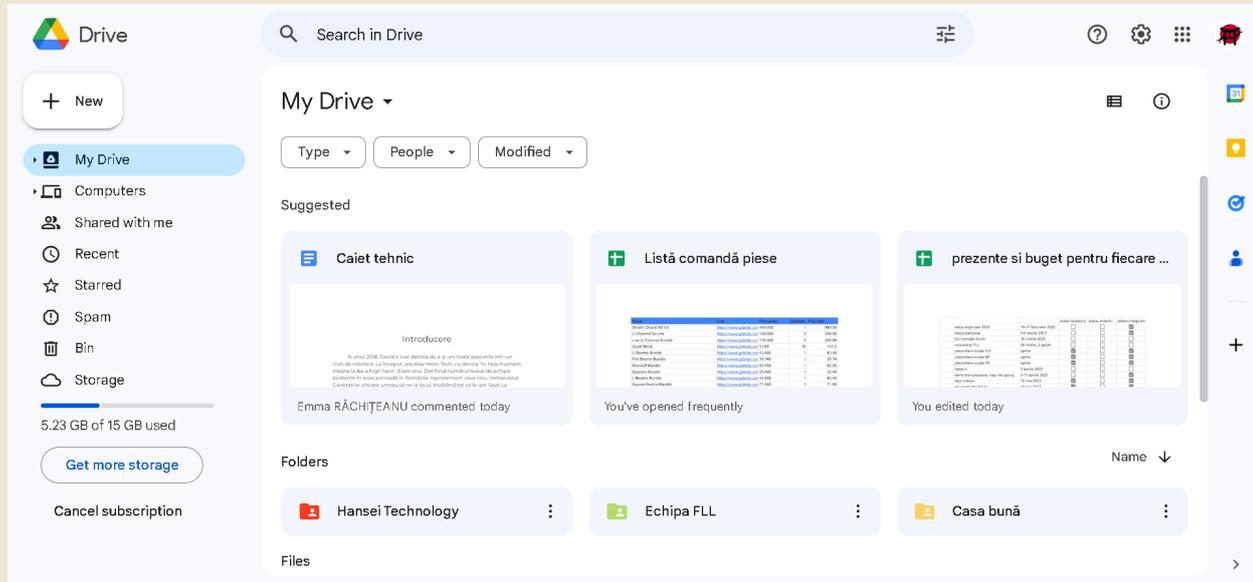


# **CHAPTER 2: Using Google Drive and ClickUp**

Compared to social media, these are internal platforms that help us manage the team, tasks, and communication between departments.

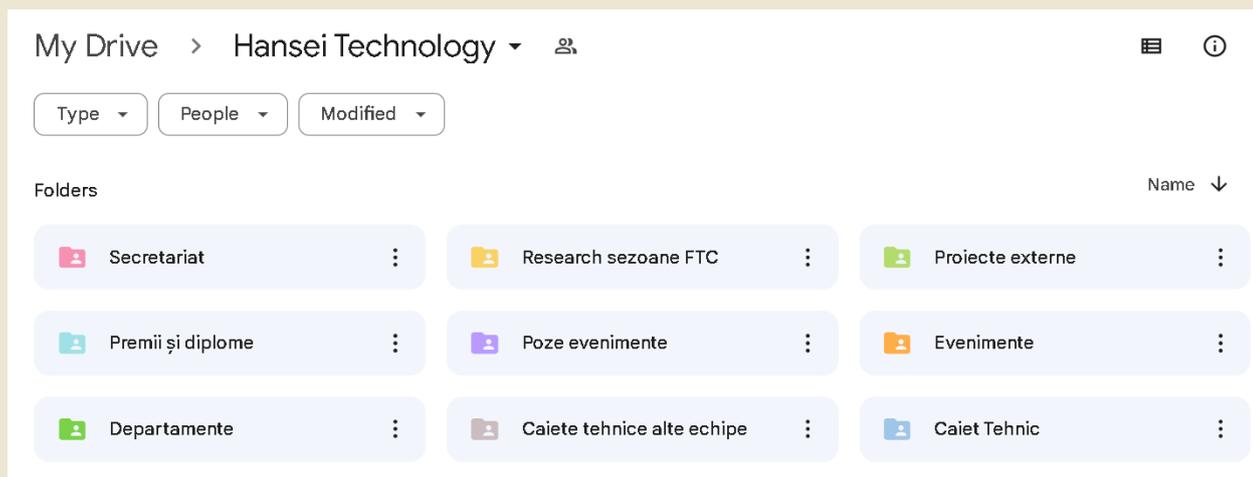
## Google Drive

This is used for organizing team documents and photos. Everything on Google Drive is organized into folders (e.g., Hansei Technology, FLL Team, etc.):

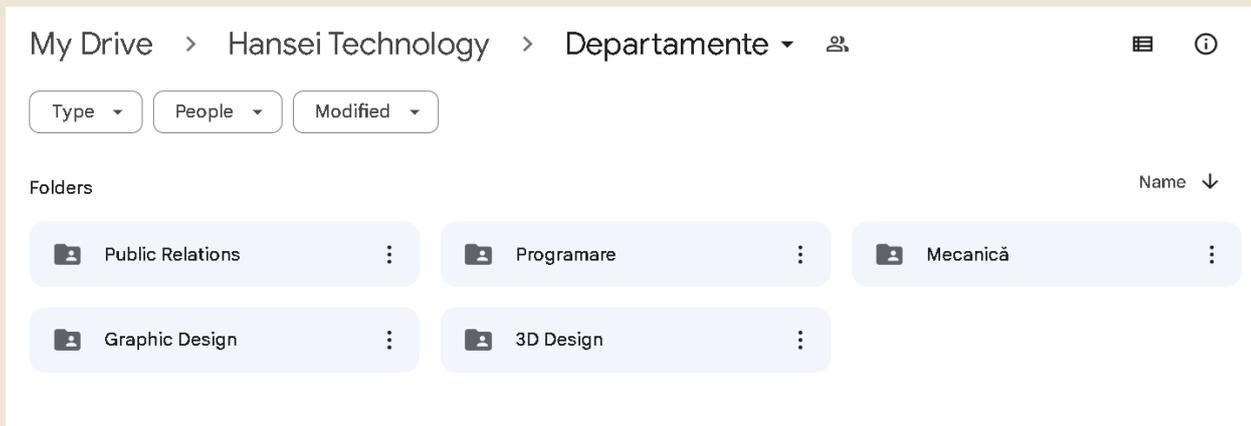


Each folder is for each team we have established, making it easy to access the documents for each team.

If we click, for example, on the "Hansei Technology" folder, we can observe its internal organization:



It's very intuitive. In this section, we can find things that generally concern the whole team. However, if we click on "Departments," we will see folders for each department individually (things that don't pertain to the entire team):



## ClickUp

This platform is used for managing team tasks to prevent forgetfulness or confusion.

Using the ClickUp Platform:

1. **Creating Workspaces and Projects:** After registration, you can start by creating workspaces for different departments, teams, or projects. Each workspace can contain various projects and tasks.
2. **Organizing into Projects:** Within each workspace, projects are created to group tasks according to the objectives and deadlines of each project. Each project is assigned specific names, descriptions, and colors.
3. **Adding Tasks:** In each project, individual tasks can be added, containing essential information such as descriptions, attached files, priorities, and corresponding labels.
4. **Setting Deadlines:** For each task, a distinct deadline for completion can be set. This approach facilitates monitoring and efficient management of priorities, preventing delays.
5. **Team Collaboration:** Team members are invited to join the workspace and relevant projects. This allows them to view, update, and complete assigned tasks.
6. **Assigning Responsibilities:** Tasks are assigned to team members, ensuring that each individual has a clear understanding of their responsibilities and can monitor the progress of each task.
7. **Progress Monitoring:** Overall project progress and individual task progress can be monitored using available Kanban boards, Gantt charts, and reports.
8. **Notifications and Communication:** Real-time notifications are received regarding task updates, and effective communication with team members is maintained through comments and discussions related to each task.
9. **Automations:** Automations are used to streamline workflows, including sending notifications when task status changes or approaching deadlines.

Here are the steps to create a task in the ClickUp platform:

1. **Authentication and Access:** Log in to your ClickUp account and access the appropriate workspace where you want to create the task.
2. **Navigate to the Project:** If there's an existing project where you want to add the task, navigate to that project. If not, create a new project within the workspace.
3. **Open the List or Kanban Board:** Within the project, you can choose your preferred display mode. You can choose between a list view or a Kanban board.

#### 4. Create a New Task:

- List: If you're using the list view, you'll see an "Add Task" or "Create Task" button. Click on this button.

- Kanban Board: If you're using the Kanban board view, click on the corresponding column where you want to add the task, then click on the "Add Task" or "Create Task" button.

#### 5. Provide Details:

- Title: Enter a descriptive title for the task to clearly indicate its nature and content.

- Description: Add a detailed description for the task if necessary to provide more information and clarification.

- Assignment: Assign the task to a team member. You can search and select the person from the team or assign the task to yourself.

- Deadline: Set a specific deadline by which the task must be completed.

- Tags: Add relevant tags to categorize and facilitate future filtering of tasks.

- Priority: Choose the task's priority level (e.g., low, medium, high) based on its importance and urgency.

#### 6. Optional: Attachments and Comments:

- Attachments: Upload documents, images, or other relevant files associated with the task.

- Comments: Add additional comments or relevant clarifications regarding the task to ensure better understanding and collaboration.

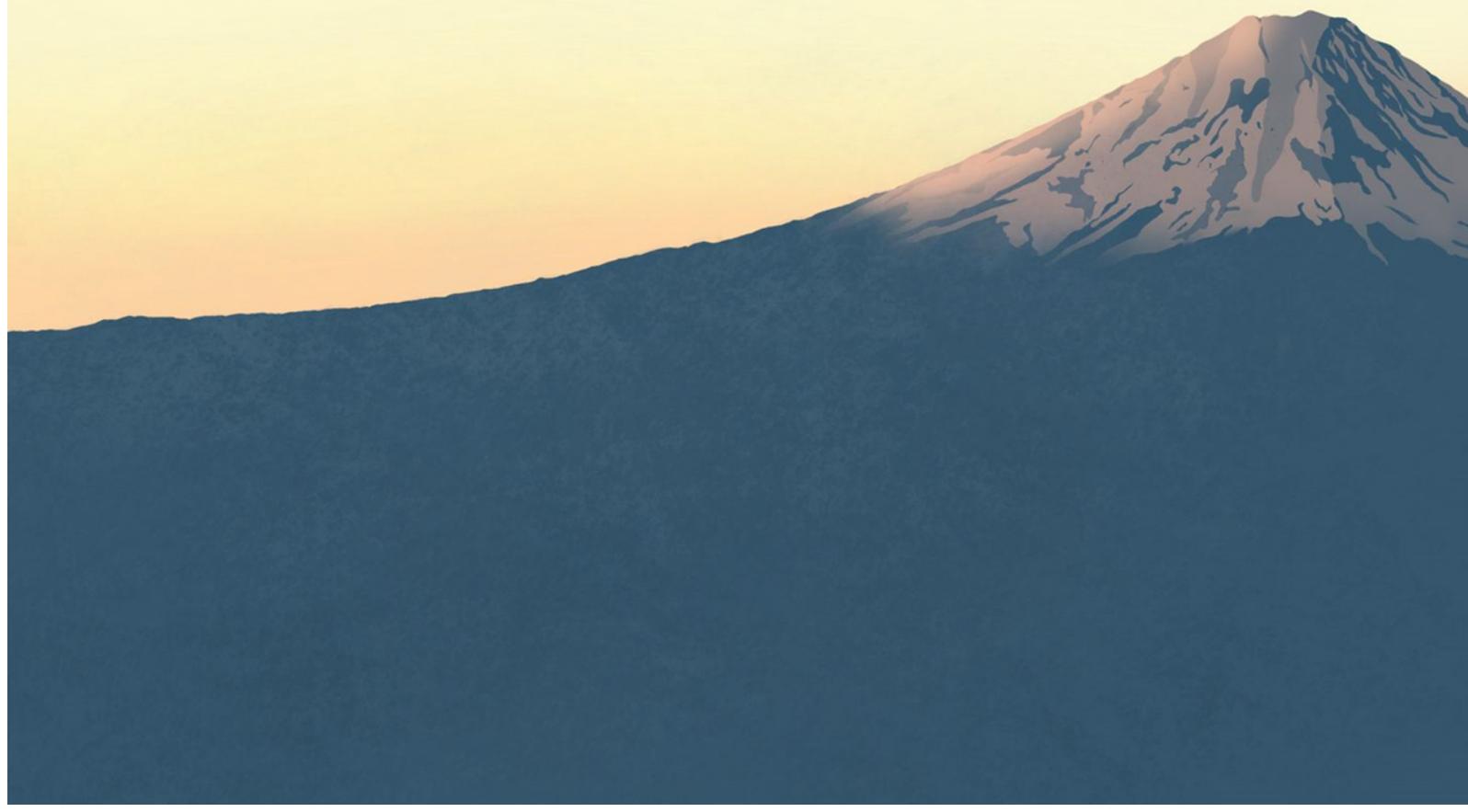
7. Save the Task: Once the details are filled in, click the "Save" or "Create Task" button to create the task within the respective project.

8. Monitoring and Updates: Throughout the task's progress, it's recommended to update its status, add progress-related comments, or address any challenges, while maintaining focus on the set deadline.

9. Task Completion: Once the task is completed, it can be marked as complete within the platform.

10. Repeat the Process for Subsequent Tasks: The mentioned steps can be repeated to create and manage an unlimited number of tasks within the project or workspace.

# **CHAPTER 3:** **Emails**



Functioning like a mini-business, the team corresponds mostly through emails, especially with external entities within the FTC community (companies, organizations, etc.). These communications are generally formal, but can be modified slightly over the course of the team's relationship with the correspondent.

### **Structure and Content of a Professional Email to Other Companies or Organizations:**

However, when writing an email on behalf of the team to other companies or organizations, it's important to consider the tone, clarity, and professionalism. Here's a structure and some key elements you should include in the email:

1. **Subject:** Choose a clear and concise subject that indicates the main purpose of the email. For example: "Collaboration Proposal in the Field of Marketing."
2. **Greetings:** Start with an appropriate greeting, such as "Dear [Last Name]" or "Good day [Company/Organization Name]."
3. **Introduction and Presentation:** In the first paragraph, succinctly introduce the team. Mention the reason for sending the email and highlight how a potential collaboration, sponsorship, or discussion could be mutually beneficial.
4. **Objectives and Benefits:** Within the collaboration/sponsorship proposal, concisely outline the objectives and benefits. Highlight specific ways in which both parties can contribute to mutual success.
5. **Collaboration Proposal:** Present the collaboration, sponsorship proposal, or the offered opportunity in detail. Mention possible ways of working together, the products/services involved, or any other relevant aspect.
6. **Previous Experience or References:** If necessary, provide details about the team's previous experience and showcase successful collaborations with similar entities. This information can help build trust in the presented proposal.
7. **Additional Details:** Provide supplementary information that may be relevant for the discussion. This could include contact details of key individuals, the possibility of scheduling a meeting, or a request for further information to advance the conversation.
8. **Call to Action:** Conclude the email with a clear call to action, such as requesting a response, setting up a meeting, or initiating further discussions.
9. **Closing and Sign-off:** End with a professional closing, such as "Sincerely" or "Best regards," followed by the name of the sender and their position in the company.
10. **Signature:** Include a digital signature containing the full name, title, team name, phone number, and email address.

#### **Other Important Tips for the Email Writer:**

- Maintain a formal and professional tone and language throughout the email.
- Choose words carefully and avoid grammatical or spelling errors.
- Be concise and avoid irrelevant details or excessive jargon.
- Personalize each email based on the recipient to show that you've done research and are genuinely interested.
- Be respectful and mindful of the confidentiality of the information you share.

Side note: A similar structure can be applied in phone conversations as well.



**CHAPTER 4:**  
**Building Collaborations**  
**and Obtaining**  
**Sponsorships**

Obtaining a sponsorship or collaboration can be a complex and demanding process, but with a well-defined strategy and an effective approach, we have a great chance of attracting potential sponsors and obtaining valuable collaborative relationships.

## Attracting Sponsors

In the process of obtaining sponsorships, patience, perseverance, and personalized approach are essential. We must be prepared to answer questions and demonstrate the value we can bring to potential partners.

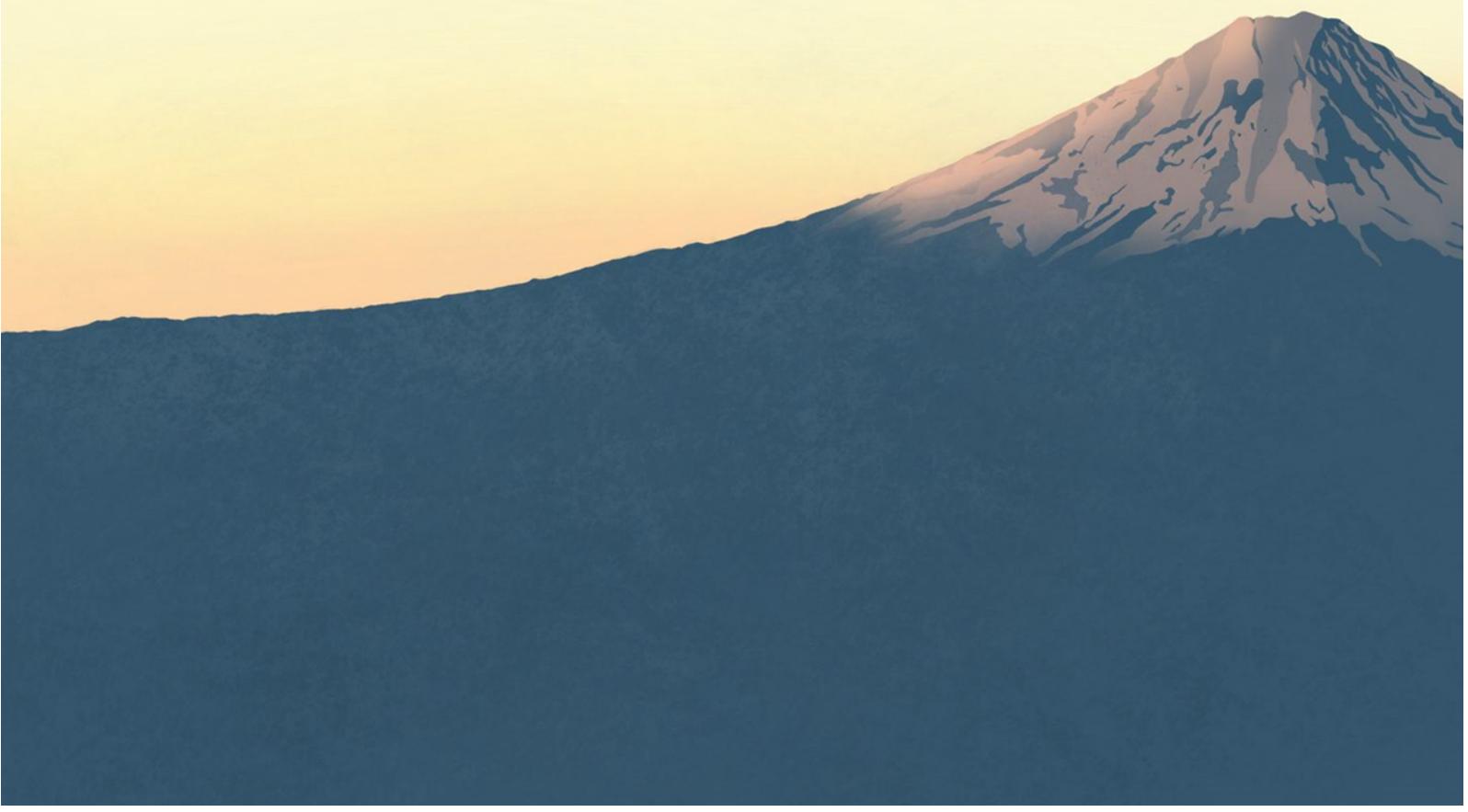
1. **Preliminary Research:** Before reaching out to potential sponsors, thorough research is recommended to identify companies or organizations that might be interested in the team and its activities. Analyze shared values, potential audience, and corresponding marketing objectives.
2. **Appealing Sponsorship Plan:** Develop a well-structured and appealing sponsorship plan. It should include details about the event, project, or team initiative, benefits for sponsors, sponsorship levels, and how they will be promoted.
3. **Personalization:** Tailor the team's message and proposal to each potential sponsor. Show how collaboration with the team can provide specific value to their business or objectives.
4. **Networking and Personal Relationships:** Attend networking events, conferences, and trade shows to meet representatives from potentially interested companies. Personal relationships can play a significant role in securing sponsorship.
5. **Direct Contact:** Almost all sponsorships begin with direct contact. Therefore, send personalized emails or letters of intent introducing the team, its goals, and request a meeting or phone discussion.
6. **Previous Partnerships:** If successful partnerships have been established in the past with other companies or organizations, mention them in messages to demonstrate the team's credibility.
7. **Utilize Sponsorship Packages:** Offer sponsorship packages that include a diverse range of benefits, such as online visibility, event presentations, social media promotion, marketing materials, etc.
8. **Persuasive Presentations:** When discussing with potential sponsors, ensure that the presentation is persuasive and highlights how their investment can generate impact and measurable results.
9. **Negotiation and Flexibility:** Maintain an open attitude towards negotiations and adjustments to address the needs and objectives of sponsors. Flexibility can significantly impact the chances of securing sponsorship.
10. **Follow-up and Timely Responses:** In case of inquiries or requests for more information, actively follow up and respond promptly. Adhering to timelines and maintaining effective communication are crucial aspects.
11. **Constructive Feedback:** If a potential sponsor declines or initially doesn't respond, seek constructive feedback to gain a better understanding of the reasons and improve the approach for future endeavors.
12. **Technology Usage:** Utilize communication platforms and Customer Relationship Management (CRM) systems to track interactions with potential sponsors and manage relevant information.

## Securing Collaborations

Obtaining a collaboration may require considerable time and effort, but the right approach can lead to valuable and fruitful relationships with partners.

1. **Preliminary Research:** Start by identifying potential collaboration partners who are active in the field or share common interests. Study details about these potential partners to better understand their needs and values.
2. **Personalized Proposals:** When contacting potential partners, the message should be personalized and tailored to each partner's specifics. Show that the team has taken the time to get to know and understand how collaboration could benefit both parties.
3. **Direct Contact:** Send an email or letter of intent introducing the benefits of collaboration and explaining how working together is possible. The presentation should be clear and convincing.
4. **Participation in Events and Conferences:** Attend technology-related events to meet potential partners in person. Events provide excellent opportunities to establish connections and initiate collaboration discussions.
5. **Networking:** Use your network to reach key individuals in companies or organizations you wish to collaborate with. Utilize LinkedIn or other similar platforms to connect with relevant professionals.
6. **Preliminary Informal Discussions:** Initiate informal discussions with potential partners to explore collaboration possibilities. Without directly addressing the topic, learn more about their needs and expectations.
7. **Persuasive Presentations:** If the opportunity arises to present to potential partners, prepare a persuasive presentation that highlights the benefits of collaboration and how both parties can contribute.
8. **Online Collaboration Platforms:** There are specialized platforms and websites that facilitate connections between professionals and companies for collaborations.
9. **One-on-One Meetings:** Arrange personal meetings or video conferences with potential partners to discuss collaboration opportunities and benefits in more detail.
10. **Use Recommendations:** If there are common connections or acquaintances with potential partners, use recommendations and introductions to establish an initial level of trust.
11. **Transparency and Constant Communication:** Maintain open and transparent communication throughout the approach and negotiation process. Responses should be prompt to questions and clarifications.
12. **Negotiation and Flexibility:** Be willing to negotiate and adapt proposals to meet the needs and expectations of potential partners.
13. **Follow-up and Timely Responses:** Actively follow interactions and respond promptly to requests or inquiries from potential partners. Adhering to timelines and effective communication are crucial to maintain their interest.

# **CHAPTER 5:** **Event creation**



## TYPES OF EVENTS

1. **Demos:** These are friendly competitions where teams have the opportunity to test and showcase their robots outside the official competition. Starting from the CenterStage season, demos will become meets leagues, and they will provide an opportunity for the team to showcase their creativity, engineering skills, and strategies developed within the FTC competition. The demonstration will play an important role in the overall evaluation of the team in the competition and can influence scores and evaluations obtained in specific categories as well as in the overall competition.
2. **Conferences:** The team participates in conferences as speakers or with presentation booths in order to achieve the best possible outreach;

Side note: "Outreach" (or "outreach program") is a term used to describe the actions and efforts undertaken by an organization or individuals to reach and connect with a target audience, usually within the community or specific areas of interest. This concept refers to activities through which the organization or individuals expand their influence and interaction, aiming to provide value, support, or relevant information to this audience.

3. **Development of Other Projects:** In addition to the activities within the FTC season related to the field of robotics, the team also undertakes side projects, such as sustainability, charity, or other technical projects (development of other machinery).

## ORGANIZATION PLAN

Below is the general plan for developing a project. Each event is unique, so it should be customized based on the specifics and objectives of the event.

Planning Phase:

1. **Defining Objectives:**
  - Setting the event's objectives: what is intended to be achieved through this event?
2. **Budget Allocation:**
  - Evaluating estimated costs for venue, equipment, catering, staff, marketing, etc.
  - Allocating the budget for each aspect of the event.
3. **Selecting Dates and Venue:**
  - Choosing suitable dates for the event and reserving the venue based on the number of participants and event needs.
4. **Creating Teams:**
  - Establishing teams responsible for logistics, marketing, program, design, etc.
  - Appointing leaders for each team and defining their responsibilities.
5. **Planning the Schedule:**
  - Creating a detailed schedule for the event, including sessions, presentations, breaks, special activities, etc.

## Preparation Phase:

### 6. **Logistics and Equipment:**

- Ensuring all necessary equipment is available and functional.
- Collecting and coordinating logistics requirements (tables, chairs, audio system, projectors, etc.)

### 7. **Participants and Invitations:**

- Creating the guest or participant list.
- Sending invitations and managing registrations or attendance confirmations.

### 8. **Catering:**

- Planning the menu and choosing the catering provider.
- Ensuring the food and beverage requirements are accurately planned.

### 9. **Marketing and Promotion:**

- Developing a marketing strategy to attract participants.
- Using promotion channels such as social media, email marketing, printed materials, etc.

### 10. **Design and Decor:**

- Setting the visual theme of the event and creating necessary design materials (banners, brochures, badges, etc.).

### 11. **Speakers or Presenters:**

- Ensuring all speakers or presenters have confirmed attendance and are prepared for their presentations.

## Implementation Phase:

### 12. **Team Coordination:**

- Teams must work together to ensure all details are properly managed.

### 13. **Venue Setup:**

- Ensuring the venue is set up according to the schedule and event requirements.

### 14. **Participant Management:**

- Checking in participants, providing materials, and ensuring they are guided to the correct places.

### 15. **Monitoring the Schedule:**

- Monitoring the schedule to ensure the event proceeds according to the plan.

### 16. **Incident Management:**

- Ensuring a contingency plan is in place for unforeseen issues.

## Evaluation and Conclusion Phase:

### 17. **Participant Feedback:**

- Collecting participant feedback to understand what worked well and what can be improved.

### 18. **Performance Evaluation:**

- Analyzing the achievement of objectives and the event budget.

### 19. **Reports and Analysis:**

- Creating reports highlighting the results, participants, feedback, and impact of the event.

### 20. **Thanks and Welcome Messages:**

- Sending thank-you messages to participants, speakers, and partners involved in the organization.

21. Archiving and Learning:

- Maintaining all materials, reports, and relevant documents for future reference.
- Identifying lessons learned and how the process can be improved for future events.

